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APPENDIX A

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APPENDIX B

Background

Sponsorwise is developing a common platform that will act as a single point showcase for the players in the event sponsorship arena, which will be accessible to a wide range of Event Managers and Sponsors.

Given the scope of the endeavor and financial constraints, the project will be implemented in phases. The development methodology will be as follows:

- Phase I implementation will provide basic features to the site. Subsequent releases will build on this foundation to provide enhanced functionality.
- The Requirement analysis and architecture implementation will be done concurrently, given the tight schedule for Phase I.
- To whatever extent possible, existent products/technologies that can be scaled up to meet future requirements will be used for the Phase I launch.
- The creative design and development of the pages will be done by MentalModels based on the specifications sent by the Zeneb and Sponsorwise teams.

A-2.

Sponsorwise Requirements

Option	Functionality
Home	Sponsorwise Home Page
Registration	Registration process for buyers and sellers
Login	Login option to registered users
Home Page	Buyer and Seller homepage from which they can access their options
Search	Basic search functionality with capability to save search results and to display search results
Notification Engine	Notification system to access messages for Buyers and Sellers
Upload	Capability for Seller to upload property information
RFP posts	Capability for Buyer to post RFPs
Financial linkage	Capability to record transactions
Legal hooks	Incorporation of disclaimers and service agreements

A-3.

User Login

- User enters site
- User chooses to login
- User shown Login page (Page A) which has following links
  - "Register here" to the Registration page
  - "Forgot Password" to the Forgot Password page
  - "Help Desk" – a email link to admin@sponsorwise.com
- User enters User Name and Password and clicks on "Submit" button
- Login process invoked
  - If valid login
    - User Logged into Home Page (Page B) of primary role
  - If invalid login
    - User shown Invalid User Name/Password Page (Page C) which has following links:
      - "Back" to the Login page (Page A)
  - If the User chooses the "Forgot Password" link
    - Accept User Name (Page F) with field to enter User Name, link to Submit and a link to Cancel
    - If User Name not entered in "Enter User Name" Page (Page F)
      - Show Error page (Page D) with link back to Page F
    - If User Name entered in "Enter User Name" Page (Page F)
      - Take User to Forgot Password page (Page E) with following fields:
        - User Name will be displayed
        - Question will be displayed
        - Answer will have to be entered by User
        - "Submit" button
        - "Cancel" button
      - If answer entered is correct
        - User Logged into Home Page of primary role (Page B)
        - Email sent to User with password
      - If answer entered is wrong
        - User shown Invalid User Name/Password Screen (Page C) which has following links:
          - "Back" to the Login page (Page A)

Total Screens related to the login process: 5
Page A: Login Page
Page B: Home Page of User's primary role
Page C: "Invalid User Name/Password" Page
Page D: "Please enter User Name" Page
Page E: " Forgot Password" Page
Page F: "Enter User Name" Page

A-4.

New Property

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Seller if he is not in the Seller My Page
- User chooses the "Create Property" link
- If this is the first property being created by the Seller
    - Take Seller to "Enter Property Information" page (Page D) with blank fields
- If Seller owns some property first take Seller to a Page (Page E) with the following options:
    - "New Property" link
    - Copy of existing property: A drop box with all the Seller's properties; defaulted with the latest created property
        - If Seller clicks on "New Property" link
            - Take Seller to "Enter Property Information" page (Page D) with blank fields
        - If Seller chooses property name from drop-box
            - Take Seller to "Enter Property Information" page (Page D) with defaulted values of chosen property

- Seller enters values into the fields and clicks Submit Button
    - If all fields are entered
        - Save Property information and return to Seller's My Page (Page C)
    - If mandatory fields are blank
        - Flash error message and ask Seller to enter mandatory fields
- Seller clicks Cancel button
    - Show warning page (Page F) with message "Do you want to discard changes?" and buttons "Yes" and "No"
    - Seller chooses "Yes"
        - Seller is taken to My Page (Page C)
    - Seller chooses "No"
        - Seller is taken back to Property page (Page D)

Total Screens related to the New property module: 6
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: New Property Page
Page E: Page to check whether all new values or whether it will be a copy of existing property
Page F: Warning Page – "Do you want to discard changes?"

View Property

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Seller if he is not in the Seller My Page
- Seller chooses the "Property Manager" link
- Seller shown property listing (Page D) with links to each property belonging to Seller
- Seller selects property to view
- Seller shown property (Page E) with no editable fields
- Seller clicks Close button
- Seller taken back to My Page (Page C)

Total Screens related to the View property module: 5
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: Property Listing
Page E: Property View

Update Property

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Seller if he is not in the Seller My Page
- Seller selects the property he/she wishes to edit in the drop down box in the left frame
- The notification engine reflects the notifications pertinent to that property
- Seller chooses the "Edit Profile" link
- Seller shown property (Page D). Only fields that can be modified are set as updateable.
- Seller makes changes.
- Seller clicks Submit button
    - Changes are saved and the Seller is taken to My Page (Page C)
- Seller clicks Cancel button
    - Show warning page (Page E) with message "Do you want to discard changes?" and buttons "Yes" and "No"
    - Seller chooses "Yes"
        - Seller is taken to My Page (Page C)
    - Seller chooses "No"
        - Seller is taken back to Property Edit page (Page D)

Total Screens related to the Update property module: 5
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: Property Update page
Page E: Warning Page – "Do you want to discard changes?"

A-7.

New RFP

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Buyer if he is not in the Buyer My Page
- User chooses the "Create RFP" link
- If this is the first RFP being created by the Buyer
    - Take Buyer to "Enter RFP Information" page (Page D) with blank fields
- If Buyer has created some RFP in the past first take Buyer to a Page (Page E) with the following options:
    - "New RFP" link
    - Copy of existing RFP drop box with Buyer's RFP defaulted with the latest created RFP
        - If Buyer clicks on "New RFP" link
            - Take Buyer to "Enter RFP Information" page (Page D) with blank fields
        - If Buyer chooses RFP name from drop-box
            - Take Buyer to "Enter RFP Information" page (Page D) with defaulted values of chosen RFP

- Buyer enters values into the fields and clicks Submit Button
    - If all fields are entered
        - Save RFP information and return to Buyer's My Page (Page C)
    - If mandatory fields are blank
        - Flash error message and ask Buyer to enter mandatory fields
- Buyer clicks Cancel button
    - Show warning page (Page F) with message "Do you want to discard changes?" and buttons "Yes" and "No"
    - Buyer chooses "Yes"
        - Buyer is taken to My Page (Page C)
    - Buyer chooses "No"

Total Screens related to the New RFP module: 6
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: New RFP Page
Page E: Page to check whether all new values or whether it will be a copy of existing RFP
Page F: Warning Page – "Do you want to discard changes?"

View RFP

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Buyer if he is not in the Buyer My Page
- Buyer chooses the "Sponsorship Manager" link
- Buyer shown RFP listing (Page D) with all the RFPs belonging to Buyer and two buttons – View and Edit
- Buyer selects View button of RFP to view
- Buyer shown RFP (Page E) with no editable fields
- Buyer clicks Close button
- Buyer taken back to My Page (Page C)

Total Screens related to the View RFP module: 5
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: RFP Listing
Page E: RFP View

A-9.

Update RFP

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Buyer if he is not in the Buyer My Page
- Buyer chooses the "Sponsorship Manager" link
- Buyer shown RFP listing (Page D) with all the RFPs belonging to Buyer and two buttons – View and Edit
- Buyer selects Edit button of RFP to edit
- Buyer shown RFP (Page E). Only fields that can be modified are set as updateable.
- Buyer makes changes.
- Buyer clicks Submit button
    - Changes are saved and the Buyer is taken to My Page (Page C)
- Buyer clicks Cancel button
    - Show warning page (Page F) with message "Do you want to discard changes?" and buttons "Yes" and "No"
    - Buyer chooses "Yes"
        - Buyer is taken to My Page (Page C)
    - Buyer chooses "No"
        - Buyer is taken back to RFP Edit page (Page E)

Total Screens related to the Update RFP module: 5
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: RFP Listing
Page E: RFP Update page
Page F: Warning Page – "Do you want to discard changes?"

A-10.

Notification Engine for a Buyer

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into My Page (Page C) of primary role
- User changes role to Buyer if he/she is not in the Buyer My Page
- Buyer posts a RFP
    - Database is searched for properties matching the RFP criteria
    - If matches are found
        - Notifications are sent to matched property-owners
        - The link in the notification engine opens the RFP (Page D) for the Seller
- Buyer saves a search criteria
    - Notification Engine batches are run as scheduled to match saved search criteria
    - If matches are found
        - Notifications are sent to the Buyer
        - The link in the notification engine opens the Property (Page E) for the Buyer

Total Screens related to the New RFP module: 6
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: RFP Viewer
Page E: Property Viewer

A-11.

Notification Engine for a Seller

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into My Page (Page C) of primary role
- User changes role to Seller if he/she is not in the Seller My Page
- Buyer posts a RFP
    - Database is searched for properties matching the RFP criteria
    - If matches are found
        - Notifications are sent to matched property-owners
        - The link in the notification engine opens the RFP (Page D) for the Seller
- Seller saves a search criteria
    - Notification Engine batches are run as scheduled to match saved search criteria
    - If matches are found
        - Notifications are sent to the Seller
        - The link in the notification engine opens the Property (Page E) for the Seller

Total Screens related to the New RFP module: 6
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: RFP Viewer
Page E: Property Viewer

A-12.

Search Engine

- User enters site (Page A)
- User chooses Search option
  - If the User is not already logged into the Sponsorwise site
    - User is taken to the Login page (Page B)
  - If the User is logged into the Sponsorwise site
    - User is taken to the Basic Search page (Page C)
- User enters keywords and clicks on the "*Search*" button
  - Keyword search is done on Event Description and Audience Description
  - User is shown the Search Results page (Page D)
- User clicks on the "Advanced Search" link
  - User is taken to the Advanced Search Page (Page E)
  - User enters Search criteria
  - Keyword search, if any, is done on Event Description and Audience Description
  - User is shown the Search Results page (Page D) with matched properties and can select a property to view
  - If User chooses "Save this Search" link
    - User is taken to "Save this Search" Page (Page F) with following fields
      - Unique Name
      - Description
      - Checkbox to choose if search should be automated
      - "*Save*" Button
      - "*Cancel*" Button
    - If User clicks on the "Save" Button
      - Name is validated to check if unique
        - If Name field is blank
          - Show message: "*Please enter an unique name*"
        - If Name already exists
          - Show message: "*Name already exists. Please enter an unique name*"
        - If Valid Name
          - Save Search criteria
          - Return to the Search Results Page (Page D)
- User chooses "Saved Search" link
  - If there are no Saved Searches
    - Show message: "*No Saved Searches*"
  - If there are Saved Searches
    - User taken to Saved Search Page (Page G) with Saved Search listings with following fields
      - Saved Search Name
      - Criteria Description
      - Check Box to control automation of Saved Search
    - User clicks on Saved Search Name
      - User taken to Advanced Search Page (Page E) with search criteria defaulted

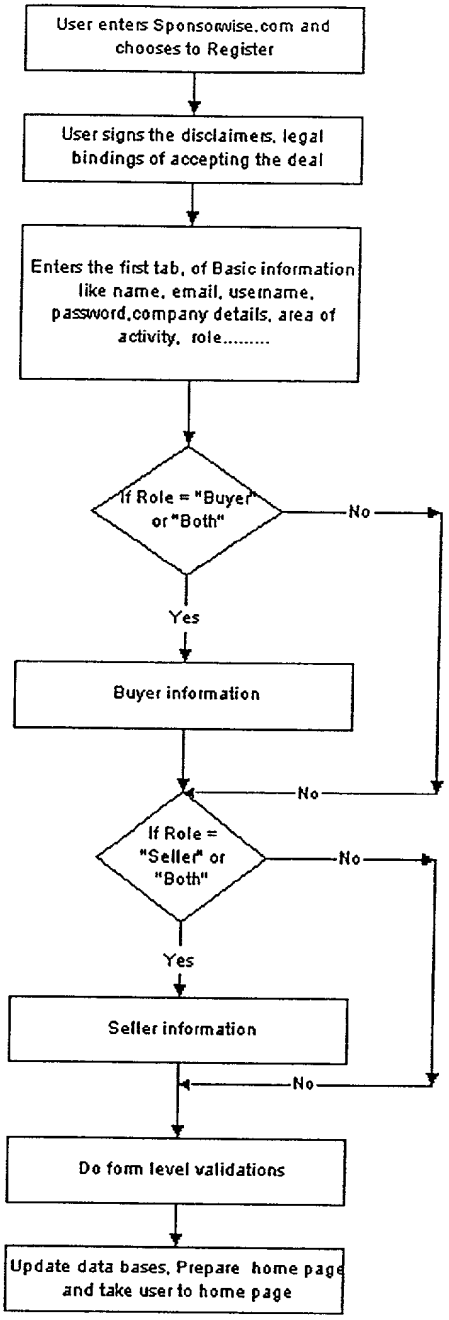
Total Screens related to the New RFP module: 6
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: Basic Search Page
Page D: Search Results Page
Page E: Advanced Search Page
Page F: "Save this Search" Page
Page G: "Saved Searches" Page

Financial Linkage

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into My Page (Page C) of primary role
- User changes role to Buyer if he/she is not in the Buyer My Page
- User chooses a property to View either through the Browse option (Page D) or through a link in the Notification Engine to the Property matched to the Buyer's saved search criteria
- When User views Contact Information on the Property Viewer (Page E), a record is inserted into a transaction table.

Total Screens related to the New RFP module: 6
Page A: Sponsorwise Home Page
Page B: Login Page
Page C: My Page of User's primary role
Page D: Browse page – listings of all properties
Page E: Property Viewer

B-1



Registration Process

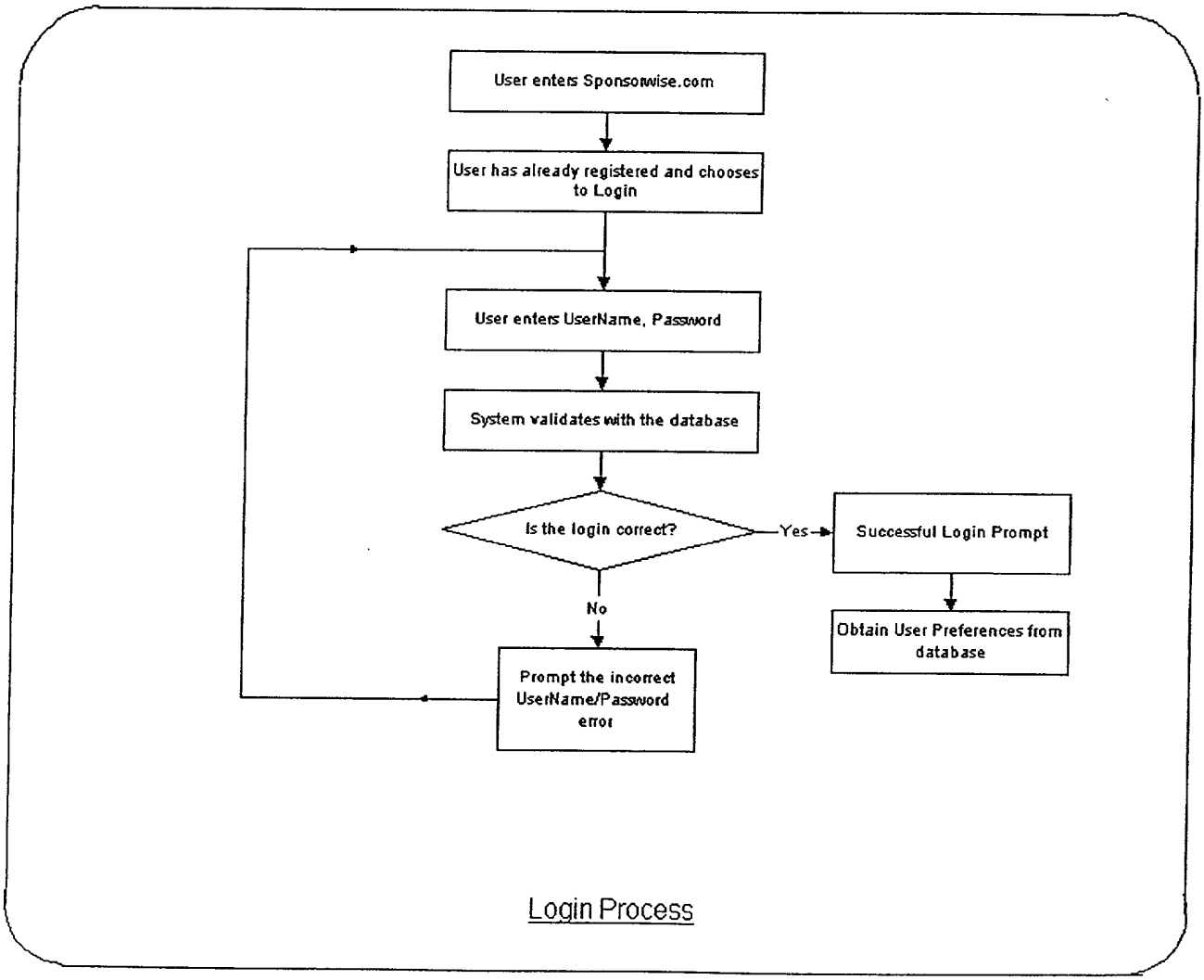
Login

B-2

Login will be password-driven and will require validation of the User Name. On successful login, the user will be taken to the home page of his primary role. If the user uses an invalid User Name or an invalid password, an error is posted and the User is allowed to login again. There are no limits on the number of times the User can attempt to login. An option is provided to the User to request for the password if the User forgets the password. In this eventuality the User will have to provide additional information to verify the authenticity of the User. The request in this phase will be through a third party mail utility. A link is provided in this page for the User to go to the Registration page if the User is an un-registered user. The process flow for this module is as illustrated below.

Future enhancements:

The Notification engine available for Buyer's and Seller's can be extended to the Site administrator. Users locked out of the site because of forgotten User names or passwords can use this engine to communicate their request to the administrator. This interface will ensure standardized inputs from the User and can hence allow automated responses to these requests if desired.



Login Process

Home Page

B-3

A home page is provided to every User. From the Registration page the User is taken to the home page of his primary role after successful authentication. There will be two roles in the first phase – Buyer and Seller.

Buyer Home Page

From the Buyer home page, the user can view all his/her properties and inventories and the RFPs posted. Functionality to perform search and to save search results will be provided. The Notification option will keep the Buyer informed on the matches to the saved searches. The Buyer will also have the ability to edit his/her information.

Seller Home Page

From the Seller home page, the user can view all his/her properties and inventories. The Seller will have the capability to upload a property. Functionality to perform search and to save search results will be provided. The Notification option will keep the Seller informed on the RFPs posted and if there are matches to the saved searches. The Seller will also have the ability to edit his/her information.

Future enhancements:

Additional functionality can be provided to the User to manage his/her profile. The User can be provided with ability to forward saved searches to others. A discussion forum can be incorporated to allow Users to post messages. Voice Chat functionality can also be provided. Customer service can be incorporated. Other functionalities that can be included are an Auction engine and a Negotiation platform. Buyers and Sellers can be provided with capability to categorize their Properties/Inventories based on their preferences. Buyers can be informed of responses to their RFPs.

Search

B-4.

Basic Search capability will be provided to the User. The first phase will allow the user to perform search on keywords limited to the Event description and the Audience description. Other search citeria will be as follows:

- Event type
- Date
- Minimum household income
- Age
- Gender
- Location – Region, State, City, ZIP code

Future enhancements:

Full-text search feature can be provided. This will allow the User to search on keywords on any field and not be restricted to only Event description and Audience description as in the first phase. Allowing the User to select the location from a map can enhance location-based search criteria. Capability to forward saved searches to others can be implemented.

Notification Engine

B-5

This will serve as a messaging system to the User. The User will be notified of special discounts and deals of the day prepared on the basis of the User's preferences. This feature will be part of the User's Home page. The User's notification interface will be updated with the deals of the User's choice. Selecting from the list will lead the User to the specific property/RFP information.

Future enhancements:

The Notification engine can also serve as a communication medium for system-wide warnings and alerts. Users will be notified of new features and site updates through the Notification Engine. White papers and other news content will be pushed to the User through this medium. Notifications of deals based on the saved search results will be automatically populated.

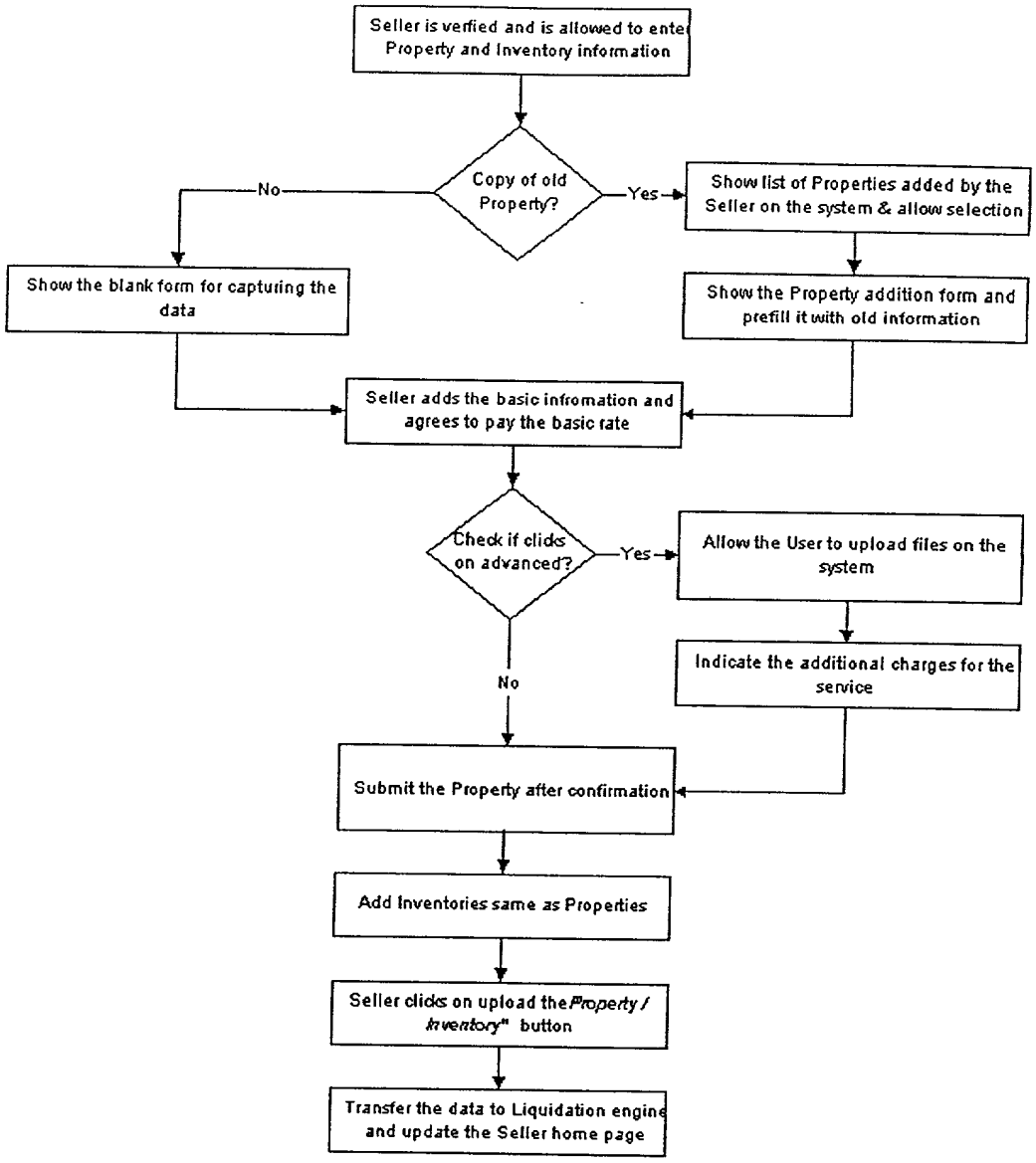
Upload property

B-6

This feature is available through the Seller's home page. The Seller can use this feature to upload a property to the site. If the property is an existing property of the Seller, then the form is pre-filled with available information and the User can edit it to make any changes. Else, basic information of the property is accepted. The User can choose to upload files related to the property. The first phase will not provide a viewer to view the uploaded files. After the Seller submits the property, the Seller's home page is updated to reflect the changes made. The property will then be available to Buyers based on their preferences. The process flow for this module is as illustrated below.

Future enhancements:

A viewer to most types of uploaded files can be provided. Ability to upload specific banners and advertisements can be provided. Based on the Buyer's preferences, the specific banners and advertisements will be displayed to the User. A filing cabinet can be incorporated for the User. Users can be provided with property tours. An Auction and Negotiation platform can be provided.



Upload Property Process

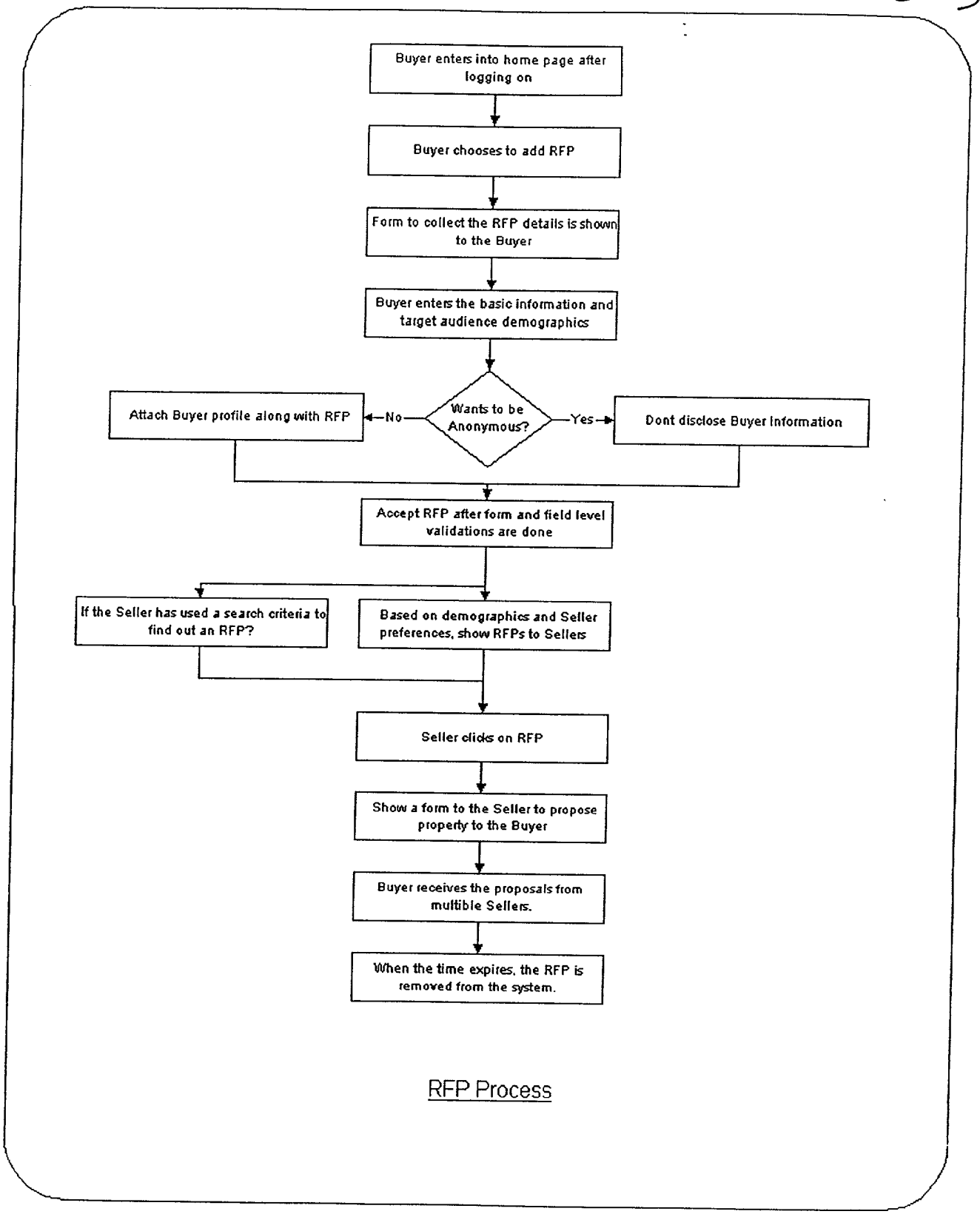
RFP Posts

B-8.

This feature is available through the Buyer's home page. The Buyer can use this feature to make a new RFP. Basic information of the target audience and the demographics is accepted. If the Buyer chooses to be anonymous then the RFP is submitted without the Buyer's profile. Else, the Buyer's profile is attached with the RFP and posted. After the Buyer submits the RFP, the Buyer's home page is updated to reflect the changes made. The RFP will then be available to Sellers based on their preferences. The process flow for this module is as illustrated below.

Future enhancements:

A viewer to most types of uploaded files can be provided. Ability to upload specific banners and advertisements can be provided. Based on the Seller's preferences, the specific banners and advertisements will be displayed to the User. A filing cabinet can be incorporated for the User. Users can be provided with property tours. An Auction and Negotiation platform can be provided.


Buyer enters into home page after logging on
Buyer chooses to add RFP
Form to collect the RFP details is shown to the Buyer
Buyer enters the basic information and target audience demographics
Wants to be Anonymous?
No
Yes
Attach Buyer profile along with RFP
Dont disclose Buyer Information
Accept RFP after form and field level validations are done
If the Seller has used a search criteria to find out an RFP?
Based on demographics and Seller preferences, show RFPs to Sellers
Seller clicks on RFP
Show a form to the Seller to propose property to the Buyer
Buyer receives the proposals from multible Sellers.
When the time expires, the RFP is removed from the system.

RFP Process

Financial Linkage

B-10.

The Financial linkage module will keep track of the transactions between Buyers and Sellers. When a Buyer decides to buy an Inventory and strikes a deal with the Seller and accepts the service agreement, the Seller updates the availability status of the Inventory to "Sold".

Future enhancements:

The Liquidation engine (Wise-buys) can be incorporated with the Negotiation and the Auction modules to enable aggressive marketing and selling. Each of these transactions can be captured allowing for an iterative cycle of negotiations and bidding, thereby providing enhanced functionality to the Users. This information can also be used as part of the rating system for the Buyer and Seller. This would also provide for better reporting functionality.

Legal hooks

B-11.

Disclaimers and service agreements will form a major part of this module. Users will need to accept the disclaimers and legal terms to be able to use the functionalities provided by Sponsorwise. This will be done prior to the Registration process. Subsequently, when a Buyer and Seller use a billable feature, they may have to accept the service agreements to complete the transaction.

Future enhancements:

Based on experience and the market trends, Sponsorwise may decide to revise the service agreement and bring in more control to the functioning of the site. For instance, if Sponsorwise decides to tie up with a third party site to host the Users' files, then the Users may have to agree to some additional terms and conditions. These can be integrated as and when the policies are decided upon.

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01/10/01

SEQUENCE LISTING

Not Applicable.